DFCC Bank Launches Pinnacle MasterCard



L–R: Jude Muttiah, Assistant Vice President Pinnacle Centre, DFCC Bank; Dinuki Ariyadasa, Pinnacle Relationship Manager Pinnacle Centre, DFCC Bank; Shera Hassen, Vice President, Head of Pinnacle, Branch Banking Planning and Implementation; Mahela Jayawardene; Aasiri Iddamalgoda, Senior Vice President, Head of Retail Banking and SME – DFCC Bank; Denver Lewis, Vice President – Head of Card Centre, DFCC Bank; Shalindrie Dharmaratne, Assistant Vice President Card Centre, DFCC Bank; and Roy Amalton, Product Manager Pinnacle and Prestige, DFCC Bank.

DFCC Bank unveiled the DFCC Pinnacle MasterCard Credit Card, tailored specifically

for DFCC Pinnacle Customers. The launch event witnessed cricket legend Mahela Jayawardena officially launching the new DFCC Pinnacle MasterCard. Key officials from DFCC Bank selected customers, and other distinguished guests were gathered at the event to witness the unveiling.Aasiri Iddamalgoda, Senior Vice President of Retail and SME Banking at DFCC Bank, expressed his enthusiasm, “The DFCC Pinnacle MasterCard is designed to unlock a world of privileges and exclusive access, reflecting our commitment to providing unparalleled service to our valued DFCC Pinnacle members. Having understood our members’ exclusive lifestyles and needs, we have tailored a range of benefits and exclusive access to unlock the next level in privileged banking.”The DFCC Pinnacle MasterCard Credit Card has numerous benefits, seamlessly integrated to enhance the DFCC Pinnacle banking experience. The Card offers free membership for Lounge Access with Lounge Key, providing entry to over 900 airport lounges. Primary and supplementary cardholders enjoy four free lounge visits per annum through Lounge Key and complimentary Travel Insurance for added peace of mind.Global Data Roaming by Flexiroam, Mastercard Flight Delay Pass, and attractive installment plans with 0 percent interest added to the Card’s exclusivity. For transactions above 50,000 rupees up to 200,000 rupees, customers will enjoy 0 percent interest on six-month installment plans, and for transactions above 200,000 rupees up to 2,000,000 rupees, benefit from zero percent interest on 12-month installment plans. Adding to the allure, cardholders receive an additional two percent cashback on fuel, dining, utility, airlines, travel agents, and overseas spending, while all other transactions earn one percent cashback. The cashback feature is a unique value addition provided by DFCC Bank Cards, allowing customers to enjoy actual savings and have their cashback credited to any DFCC Bank Account of their choice. DFCC Bank is ranked among Business Today’s Top 40 Corporates in Sri Lanka.